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**Dun & Bradstreet presents
a ONE-DAY SEMINAR**

How To Improve On-Job Communication Skills

**—with your manager
—with employees
—with customers and suppliers**

- ☐ Harrisburg, Pennsylvania June 8, 1981 . . Host Inn
- ☐ Philadelphia, Pennsylvania June 9, 1981 . . Holiday Inn-City Line
- ☐ Wilmington, Delaware June 10, 1981 . . Sheraton-Brandywine Inn
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- ☐ Arlington, Virginia June 12, 1981 . . Twin Bridges Marriott

Dun & Bradstreet's One-Day Seminar

How To Improve On-Job Comm

Communicating with people...a talent you can master

Much of what you accomplish on the job is dictated by your ability in person-to-person contact. But there's no single, all-purpose strategy that works with everyone. People are individuals. You need to use different approaches with different people.

In this seminar, you'll learn to recognize people differences, analyze motivations, anticipate reactions and select the communication technique that gains their cooperation and assistance.

Skill in communicating produces better results for your manager and yourself

One of your primary job responsibilities is that of transmitting information, instructions, reports and messages:

- between yourself and top executives
- between yourself and other departments
- between yourself and company employees
- between yourself and customers or vendors

How well you perform that assignment helps determine your manager's effectiveness, the success of the department and, as well, the extent of your own development and career growth.

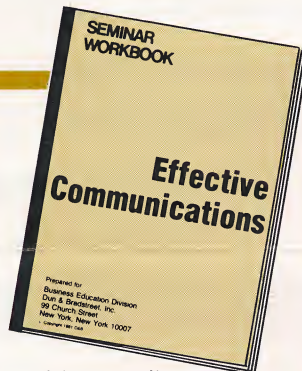
Listening...the least used skill

When we are the receivers of information, we must make the effort to understand, fully.

But, without conscious thought, some of us become **selective** listeners. We pre-judge content, hear what we want to hear, or begin planning our response—prematurely. When that happens, the opportunity for error increases. We may take inappropriate action, follow procedures incorrectly, or complete the wrong task. All at the cost of time and money.

This seminar helps eliminate that problem by teaching you to be a better listener.

Seminar handbook



This handbook, provided to all participants, will (1) increase comprehension and learning during the seminar and (2) provide carry-away reference material that encourages increased use of proven communication principles.

It contains instruction text and case studies that help you apply your new communication skills most effectively. It also includes check lists of techniques that will serve as action guidelines for resolving difficult situations back on the job.

At the end of this seminar, here's just some of what you'll have learned:

How to anticipate needs, accomplish more, and save your manager's time

How to get precise meaning into every message—the first time

How to use listening skills to clear up instructions, avoid confusion and wasted effort

How to competently represent your manager when communicating with other managers, outside clients

How to pick the right communication method for any situation

How to work effectively, when necessary, for more than one manager

How to head-off potential conflicts with superiors or fellow employees

How to insure full understanding on both sides of a conversation

How to get—and give—feedback on important, inter-department projects

How to communicate genuine concern (and improve people relations) when responding to complaints

Communication Skills

PROGRAM OUTLINE

I. Your role in improving communication

- A. How good communication contributes to reaching corporate objectives
- B. Why clear communication at all levels is essential
- C. Why your job position demands extra skill in communicating
- D. How improvement pays off in personal and professional rewards

II. Why people communicate the way they do

- A. Learning how humans exchange information and ideas
- B. Factors that influence the values and attitudes of others
- C. Opinions and biases—and how to deal with them
- D. Human needs and how they relate to job performance

III. What you can do to strengthen your communication skill

- A. Principles and practices that guide good communicators
- B. Selecting the best communication techniques for specific situations
- C. Getting across a motivating message—every time

- D. Strategies for obtaining the information you need to do a better job

IV. Mastering the most difficult communication technique—listening

- A. Steps to becoming a more effective listener
- B. Avoiding assumptions and pre-reading of the message
- C. Concentrating on content rather than delivery method
- D. Helping others listen to you

V. Building success into on-the-job people relations

- A. Gaining open and clear communication with superiors, peers and subordinates
- B. Resolving conflicts—successfully
- C. Achieving mutual agreement rather than stalemated confrontation
- D. Giving and getting feedback

VI. Laboratory session

As an integral part of the seminar, open discussions plus question and answer periods give participants a chance to voice their current communication problems—and obtain solutions.

Seminar Leader



Throughout her career, DARLENE ORLOV has been active in human relations activities, specifically those concentrating on communication techniques.

As Personnel Director for Kayser-Roth, she had responsibility for the corporate communications department. Later, for Corometrics Medical Systems, she developed a full-service personnel operation and, subsequently, served as manager of Equal Employment and Communications for International Playtex. Additionally, she has lectured nationally on communication topics and served on the faculties of Cornell University, New York University, and Baruch College.

Today, as President of Orlov Resources for Business, she heads a New York City consultant and training organization. It assists business and industrial clients in establishing internal programs for communications, personnel development and employee motivation.

An English major graduate of Fairleigh-Dickinson University, she is completing MBA studies at the New York Institute of Technology.

This program is also available for presentation within your company. For more information, call Larry Winters, Business Education Division, (212) 285-7497.

Dun & Bradstreet's ONE-DAY SEMINAR— How To Improve On-Job Communication Skills

Guarantee

This seminar is unconditionally guaranteed. If you are not entirely satisfied with the program, if we fail to deliver everything promised in this announcement, your registration fee will be refunded or charges cancelled.

Registration

Space is limited and reservations will be accepted in the order received. The seminar starts promptly at 9 a.m. and closes at 4:30 p.m. Registrants are free for lunch from 12:30 to 1:30.

Seminar Fee

The seminar fee of \$105 per person includes the seminar workbook and reference manual, necessary supplies, and refreshment breaks. Company team registrations are encouraged. The fee for three or more registrants is only \$95 per person.

Cancellations and Refunds

Confirmed registrations can be cancelled up to 5 working days prior to the seminar date. Reservations cancelled later than 5 working days are subject to a \$25. service charge, except that cancellations within 3 working days prior to the meeting are subject to the entire fee. Substitutions may be made at any time.

Hotel Accommodations

For the convenience of out-of-town registrants a number of rooms have been reserved at the seminar hotels. Please make room reservations directly with the hotel at least two weeks before seminar date. For preferred treatment mention this Dun & Bradstreet seminar when making room reservations.

CEU's Awarded

In conformance with guidelines established by the National Task Force on the Continuing Education Unit, this program is authorized for .6 C.E.U.'s.

Tax Deduction

An income tax deduction is allowed for educational expenses (registration fees, cost of travel, meals and lodging) undertaken to maintain and improve business or professional skills. (Treas. Reg. 1.162-5, Coughlin vs. Commissioner, 203 F. 2d. 307)

Business Education Division
Dun & Bradstreet, Inc.
P.O. Box 803, Church Street Station
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Please reserve _____ registrations @ \$ _____ each (\$105 per person, \$95 each for three or more) for your one-day program on **How To Improve On-Job Communications Skills** in: (please check box)

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NAME _____	TITLE _____	DEPT. _____

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